



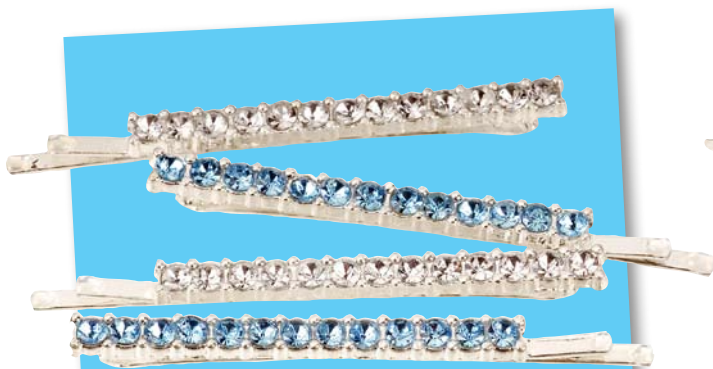
SESSION STYLING SECRETS

BEAUTY

PRESS RELEASE

Denise McAdam, celebrity hairdresser and creator of the McAdam range of professional haircare, shares her tips for stress-free styling and her 'pick of the best' styling gadgets and accessories for transforming tresses – all available exclusively at Tesco.

“Every woman knows that a ‘good hair day’ often equates to a ‘good day’ overall - but the daily demands of life dictate that a salon-perfect style is often out of reach. However, with a little ‘insider knowledge’ and a few nifty tools of the trade, effortless elegance is easily achievable.”



▲ **Finest Jewel Bobby Pins (4 Pack) £4.90**

‘With dazzling clear and electric blue jewels, these grips add a touch of sparkle. Use to simply fix hair away from your face in a side parting, or position to accessorise an up-do – but remember to keep the rest of your jewellery simple so as not to over-kill the statement’.



▲ **Tesco Ibis Clip £3.97**

‘For fine hair that isn’t too heavy, use this striking silver clip to secure a ponytail. The hair in the ‘tail’ will fan out more than it would with a band, giving the illusion of fullness.’



◀ **Finest Silver Effect Alice Band with Jewel Flowers £4.00**

‘If hats and ornate fascinators are not your ‘thing’, this pretty, feminine Alice band adds a pretty touch to mid-length hair for special occasions. For a grown-up, on-trend look, wear it only a couple of inches back from your hairline, tease roots at the crown for a bit of ‘lift’ and flick the ends of the hair out in different directions.’



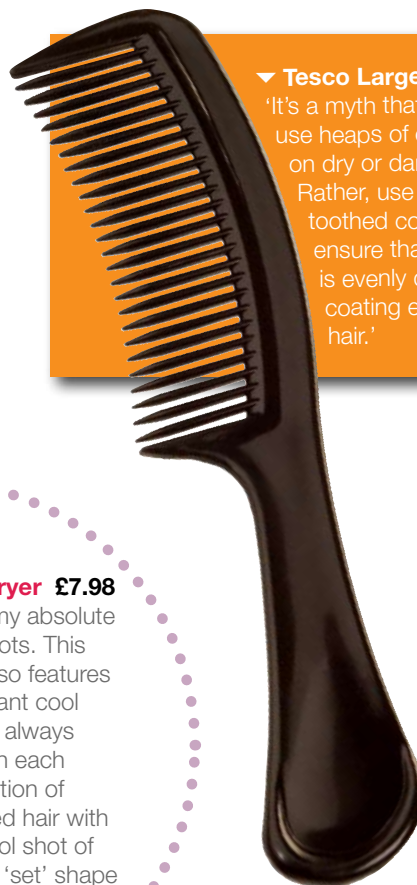
SESSION **STYLING** SECRETS



▼ **Tesco Medium Hot Curl Brush £5.99** 'This intelligent brush features a vented ceramic core, which enhances air flow for speedier styling and heats up with the warmth of your dryer to create shape, waves and curls that hold. The heat-reactive strip will appear when the brush has reached optimum temperature. A brush like this allows you to perfect your shape once hair has been almost fully dried. This is much easier than tugging at wet strands, which can also cause breakage and splitting.'



▼ **Tesco Large Comb £2.50** 'It's a myth that you need to use heaps of conditioner on dry or damaged hair. Rather, use this wide-toothed comb to help ensure that conditioner is evenly distributed, coating each strand of hair.'



► **Tesco Styling Brush £6.00** 'To extend the life of your style, brush hair through before you sleep to remove styling product, which will reduce the likelihood of 'bed-head' in the morning. This brush is an excellent choice as the soft-tipped bristles massage your scalp to boost circulation and also help to reduce static.'

▼ **Tesco 2000W Hairdryer £7.98** 'A powerful hairdryer is my absolute essential on session shoots. This super-watt dryer also features an all-important cool setting; I always finish each section of dried hair with a cool shot of air to 'set' shape and reduce frizz.'



▼ **Tesco Ceramic Coated Straightener £7.98** 'This quick-heating tool smoothes and straightens in seconds – and at this price you can afford to keep one at home and at the office! For after-dark elegance, add a few flicks to bob or mid-length hair by twisting your wrist slightly towards you. If you struggle with getting your flicks to 'match' on both sides, this is my tip – simply swap hands so that you use your left hand to flick the right side, and vice versa.'



SESSION **STYLING SECRETS**

► **Tesco Rollers Multipack £3.97** 'Rollers are an under-appreciated, little-used champion for adding 'oomph' to fine, flat hair. Commandeer this pack of 18 rollers as your secret weapon for creating height at the crown of short hair and volume and bounce for long styles. Select the appropriate size – small for short styles and large for long hair – and once blow-dried, spritz a styling spray onto the roots at the crown, position your rollers and wrap sections of hair over the top of them, rather than actually wrapping the hair around them fully. Blast with the dryer and leave to cool before removing, run your fingers through hair and use finishing spray at the roots for lasting support. Voila!'

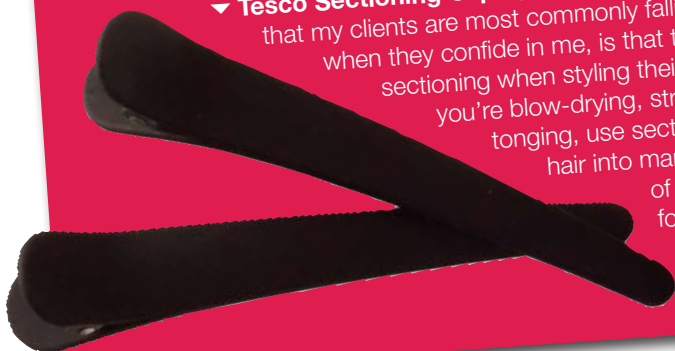


▲ **Tesco Blonde Hairgrips (43 Packs) £0.97** 'Getting 'to grips' with styles that look complicated, yet are effortlessly held in place, is easy with the use of hairgrips – but they must be 'invisible' for maximum chic, so make sure you match them to your hair colour.'



◀ **Octopus Claw Clip £3.97** 'For hair that reaches the shoulder and below, use this nifty little gadget to create the easiest chignon ever. Tease hair at the crown first to add a little height and then simply take your hair as if pulling it into a ponytail and twist upwards before fixing in place with the clip.'

▼ **Tesco Sectioning Clips (2 Pack) £2.98** 'The single thing that my clients are most commonly falling down on when they confide in me, is that they struggle with sectioning when styling their own hair. Whether you're blow-drying, straightening or tonging, use sectioning clips to divide hair into manageable sections of 1-2 inches and focussing on one at a time is the key to lasting shape.'



NOTES TO EDITORS:

For further press information, images or samples contact Clare English, Kelly Atkinson or Sonia Carneiro at the Tesco Health & Beauty Bureau on 0207 438 4921, or email kelly.atkinson@bmacommunications.co.uk

For journalists only: This press release and additional photography can be downloaded from our website www.tescohealthandbeauty.com. If you have not yet registered, simply log on to the site and click on Register, fill in your personal details and Submit. We will email a password by return.